

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

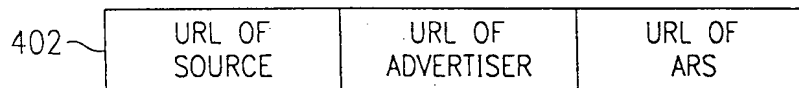


FIG. 4b

PATH C: SOURCE TO ADVERTISER

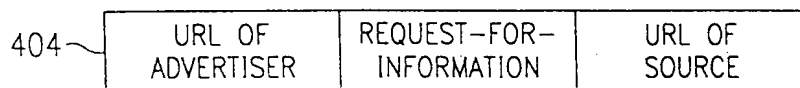


FIG. 4c

PATH D: ADVERTISER TO SOURCE

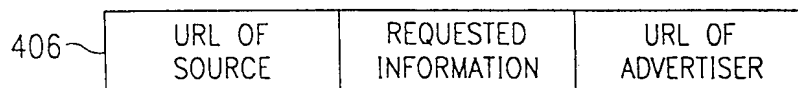


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

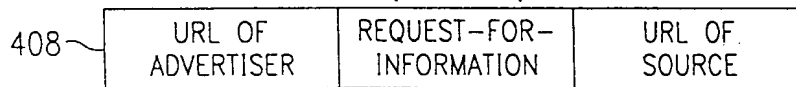


FIG. 4e

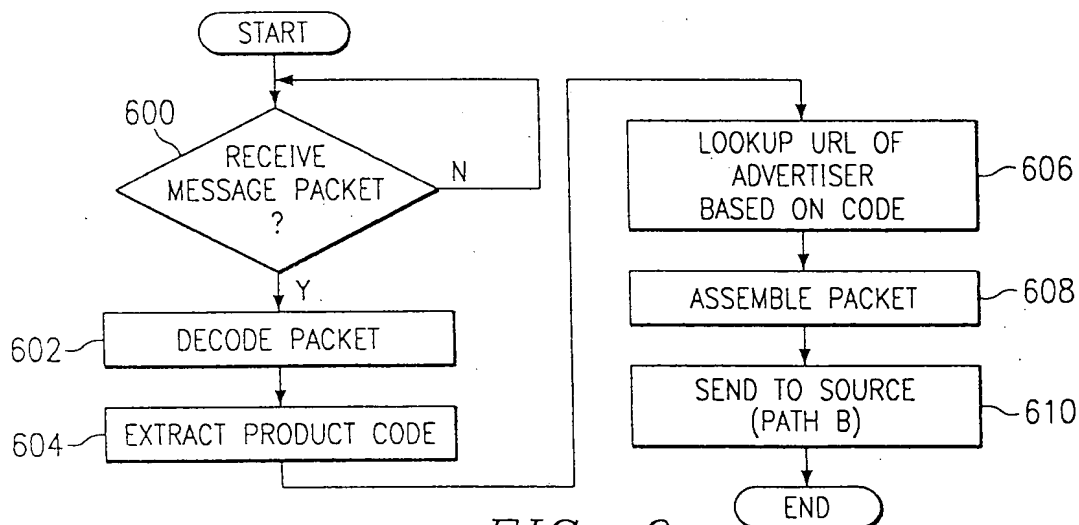


FIG. 6

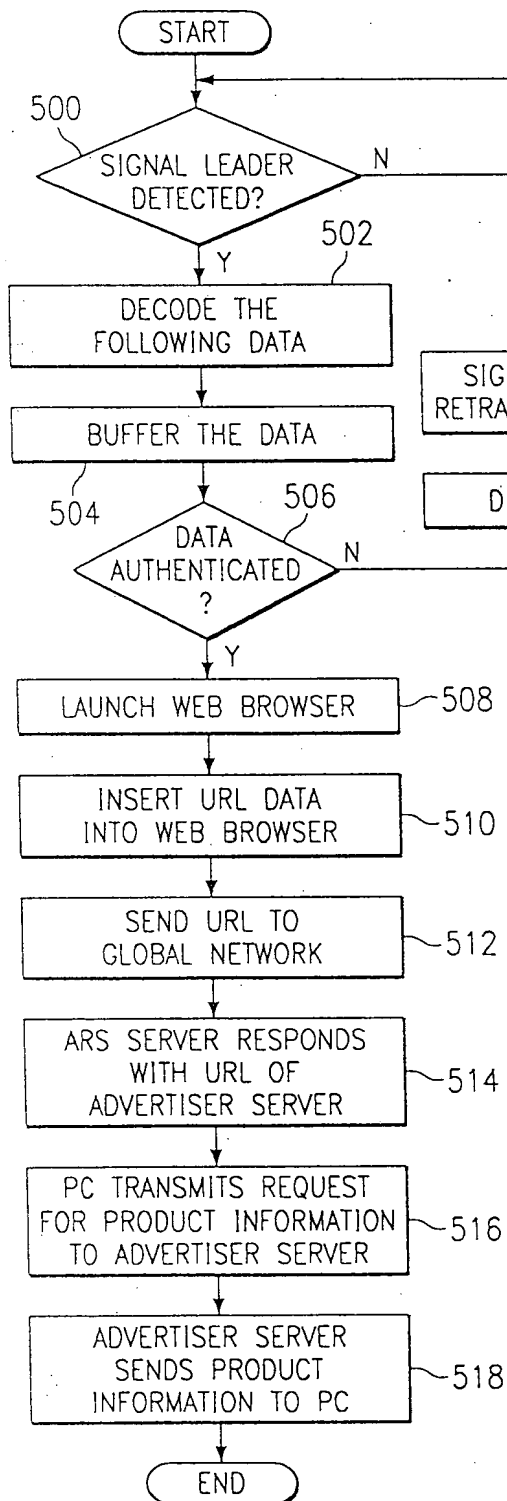


FIG. 5

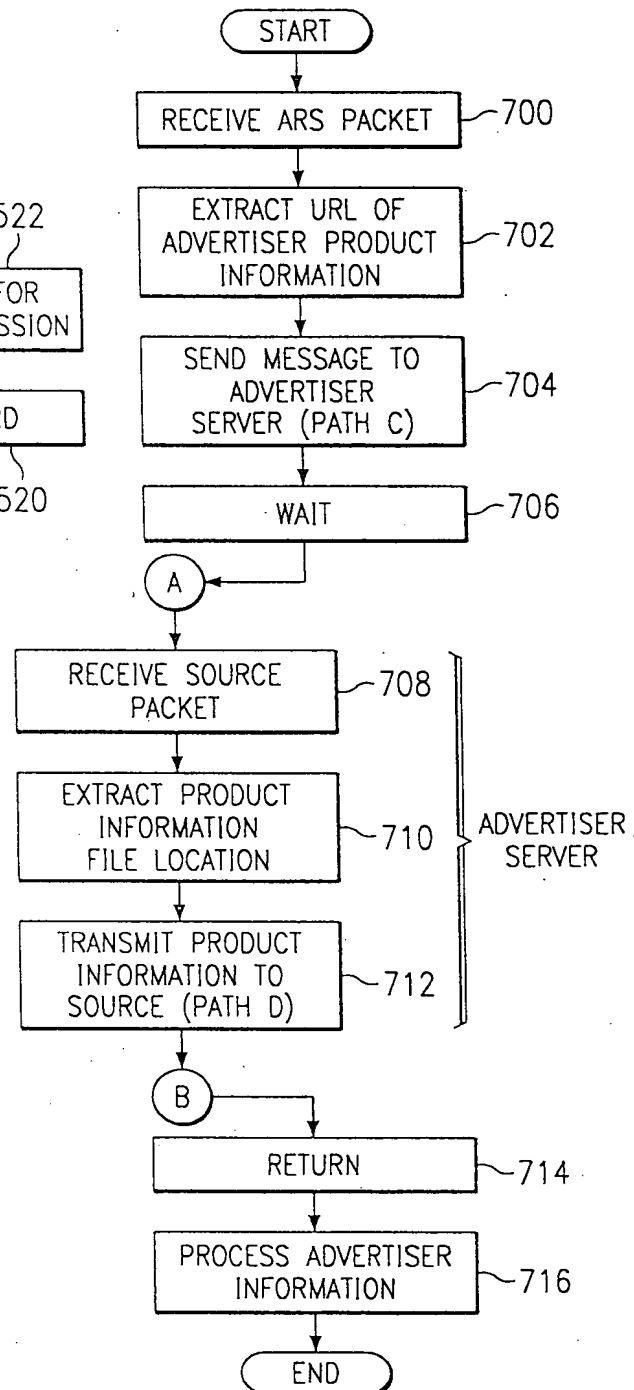


FIG. 7

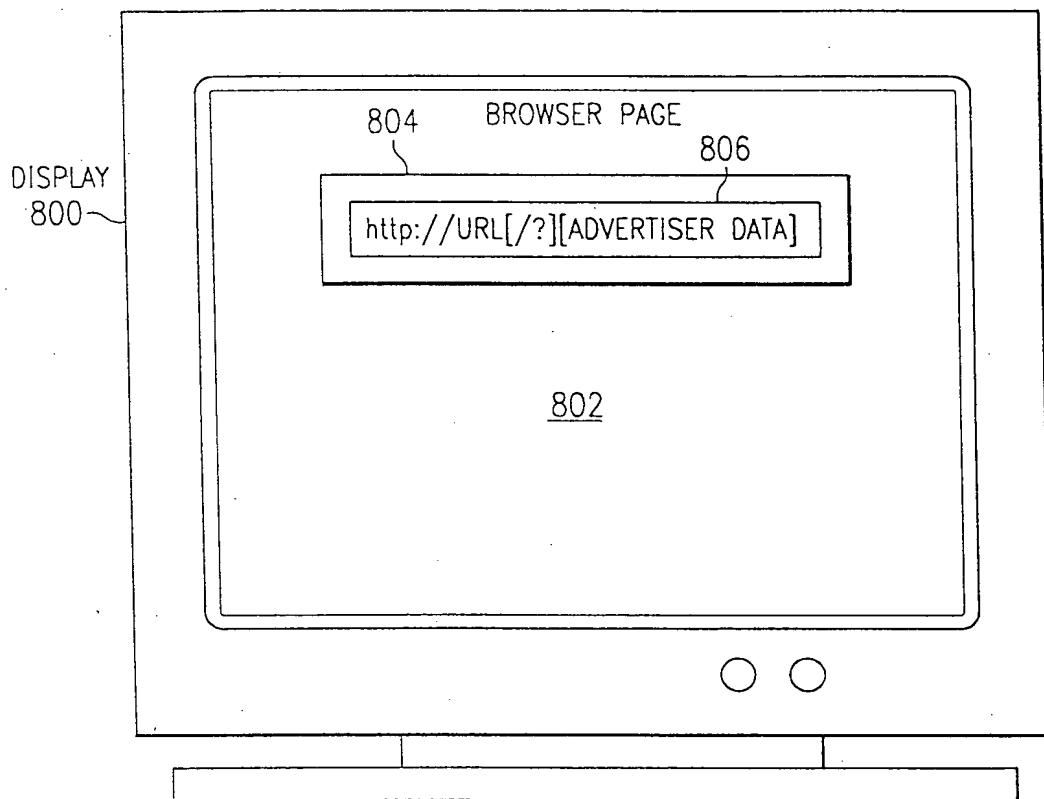


FIG. 8

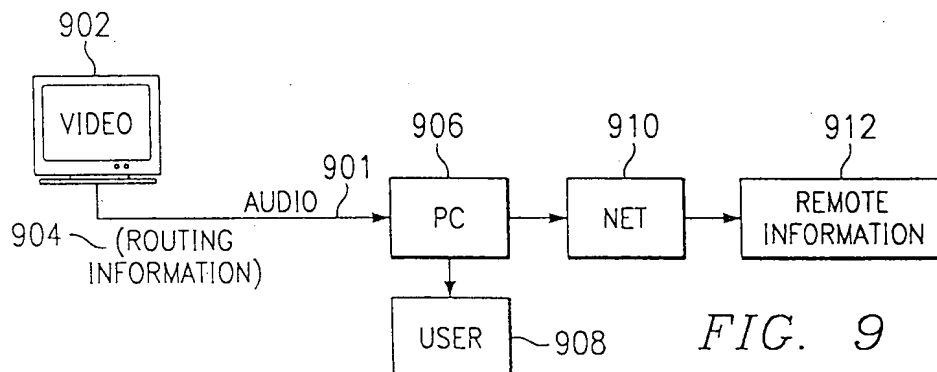
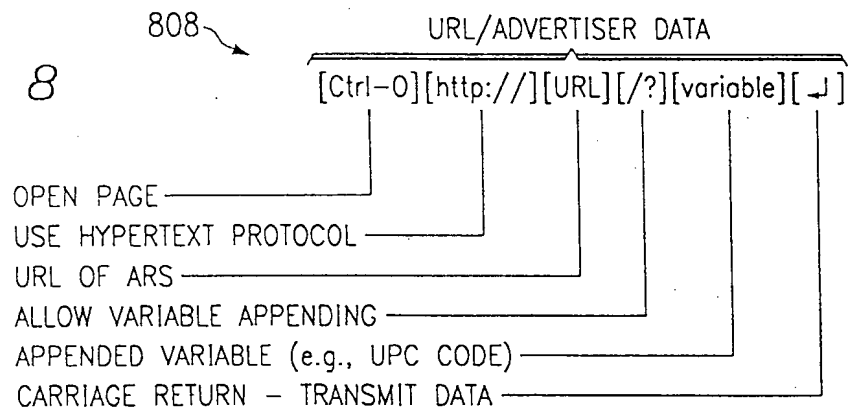
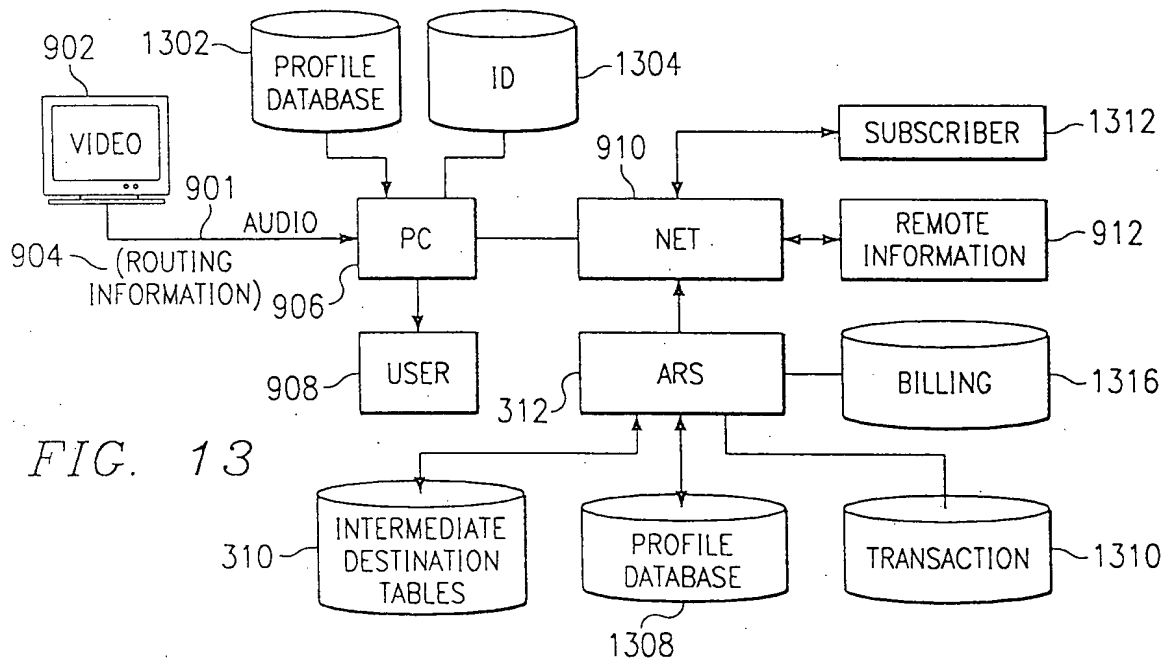
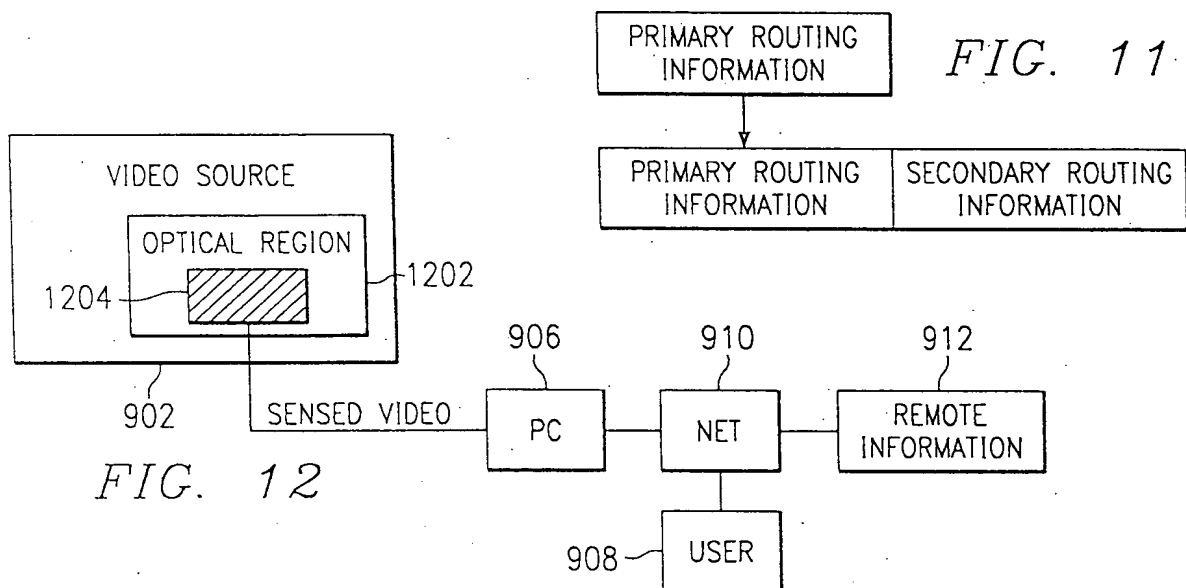
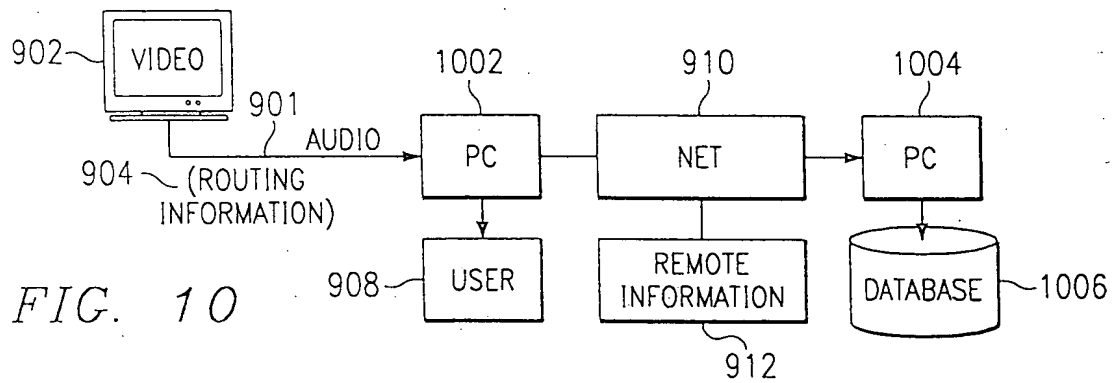


FIG. 9



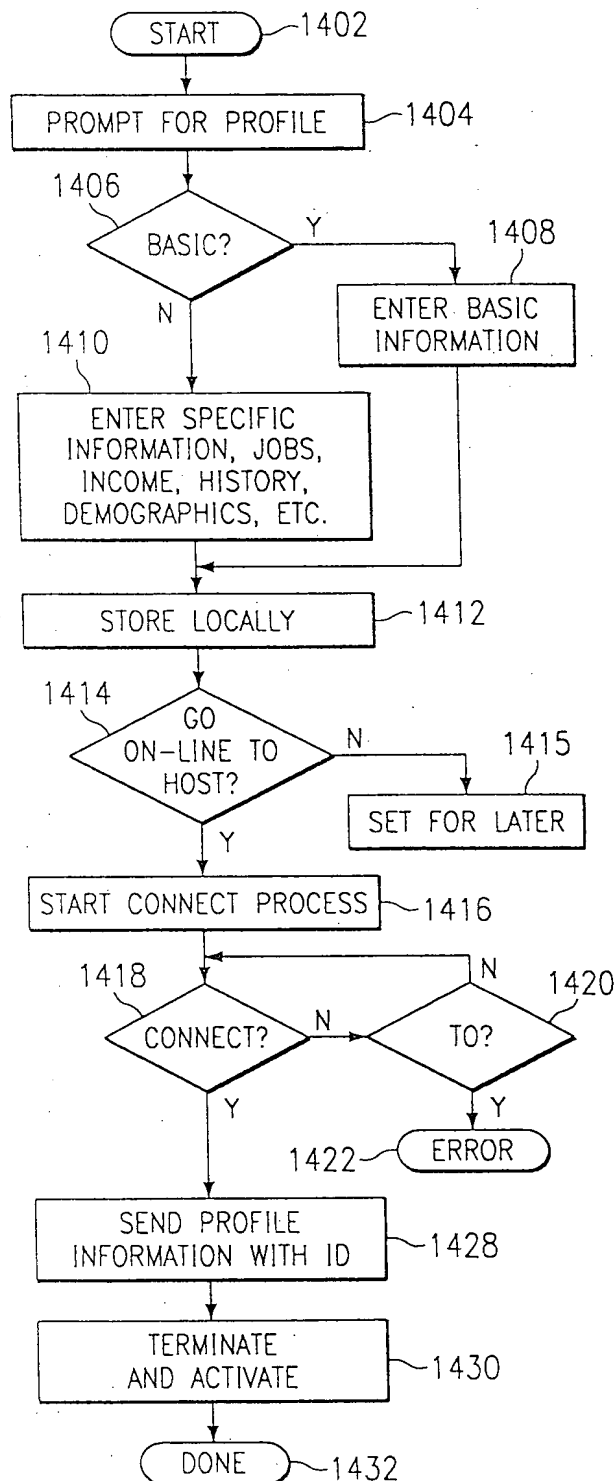


FIG. 14

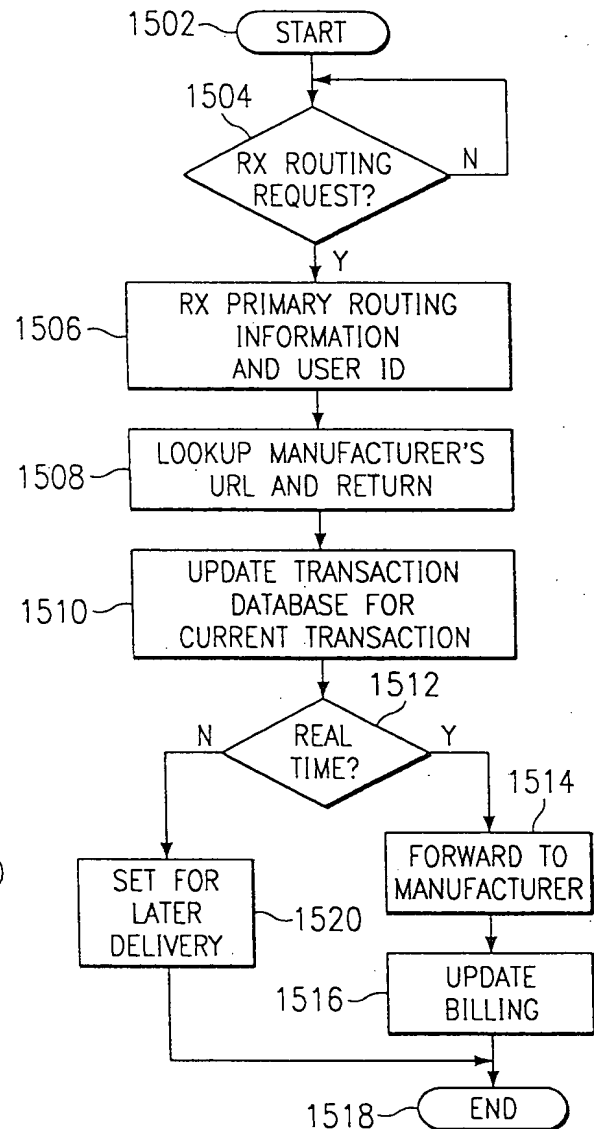


FIG. 15

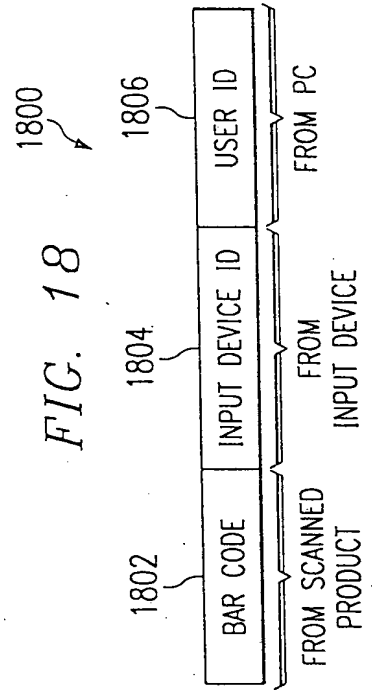
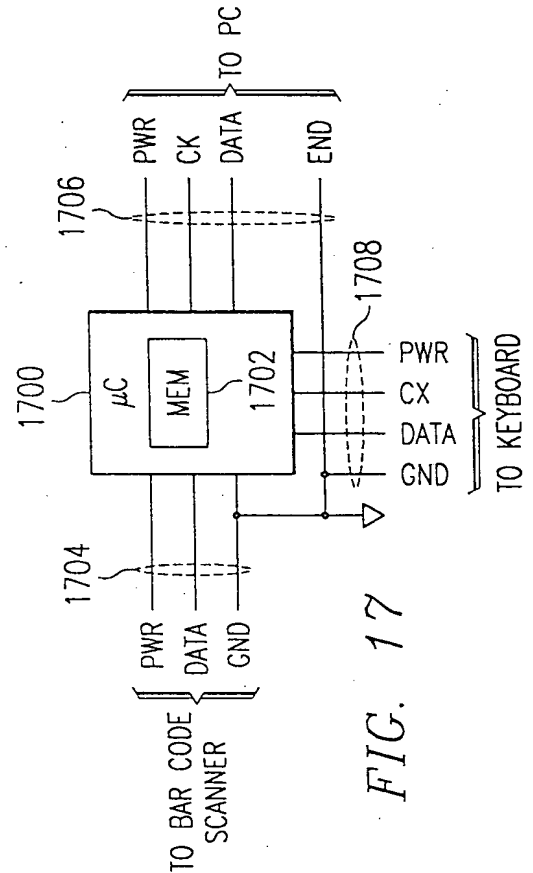
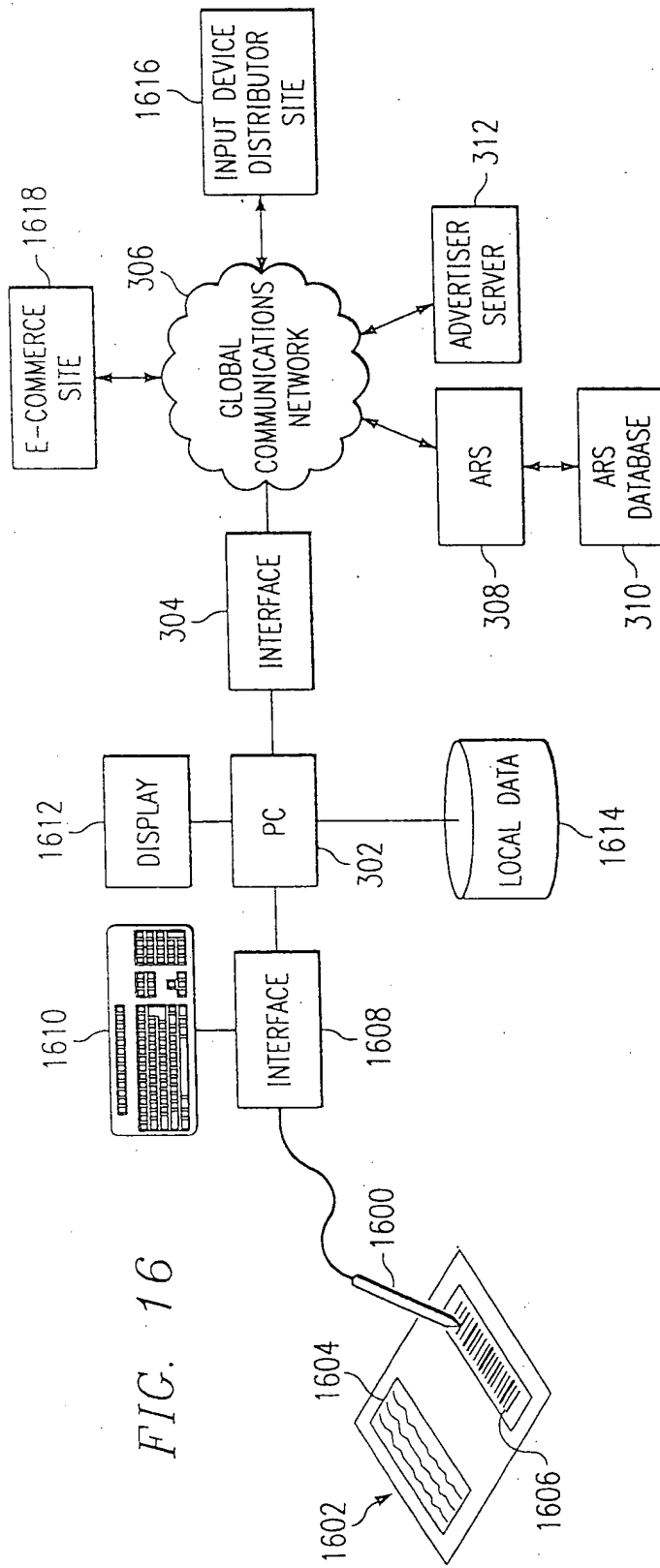


FIG. 19

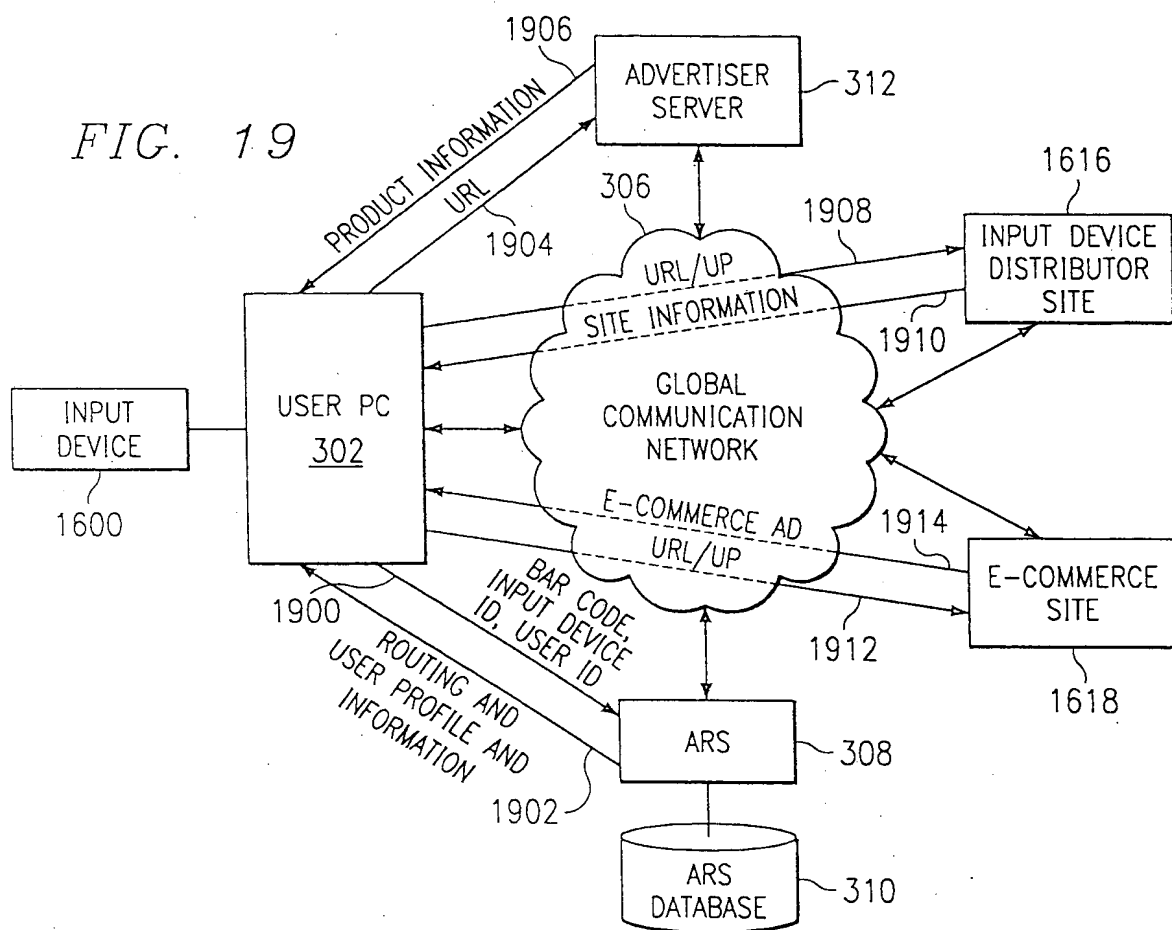


FIG. 20

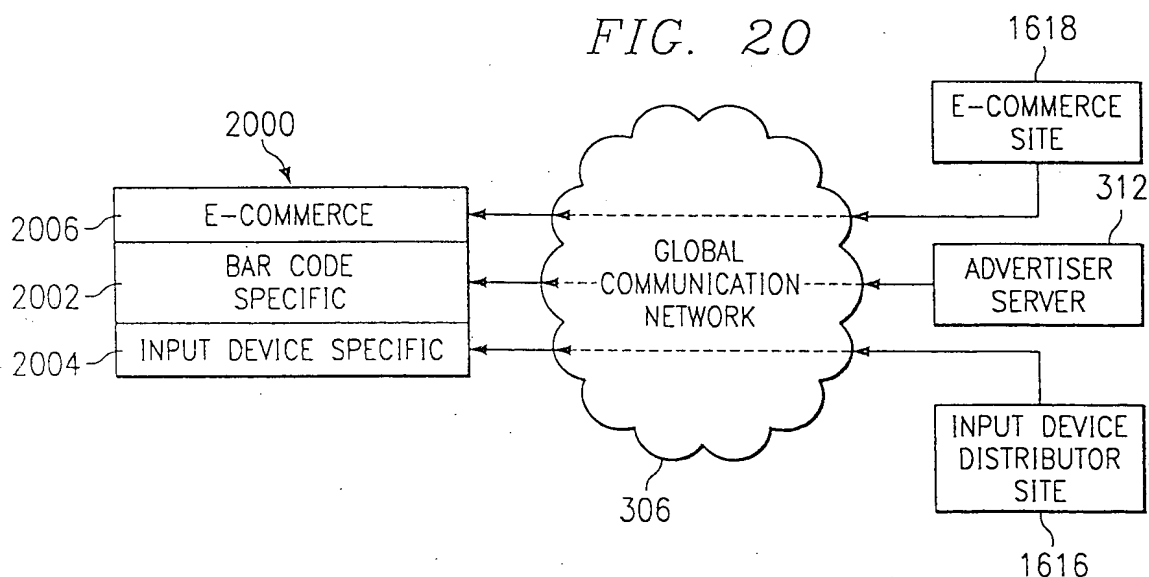




FIG. 21

2102 PRODUCT		2104 INPUT DEVICE		2106 USER	2108 E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 22

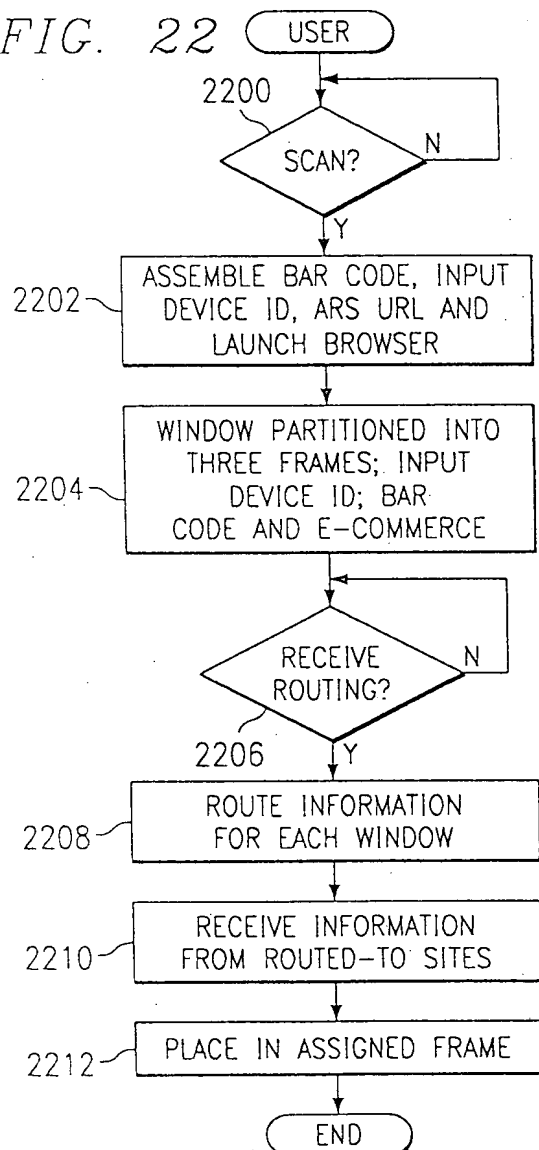
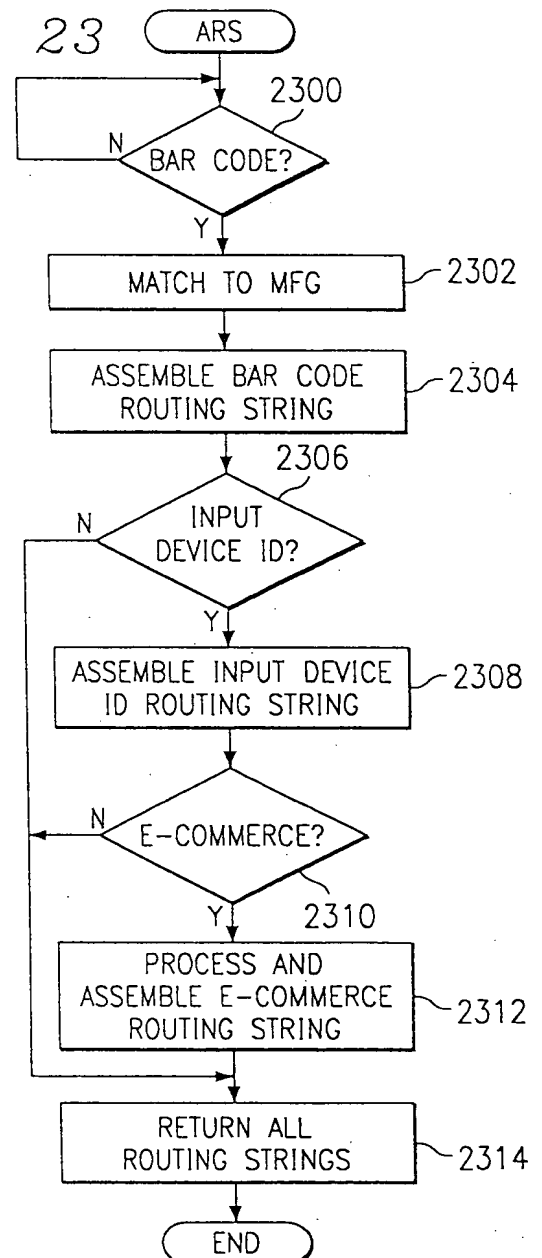
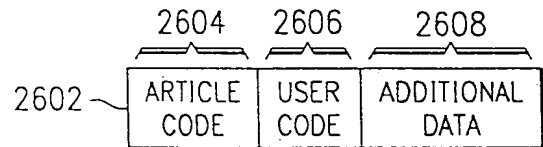
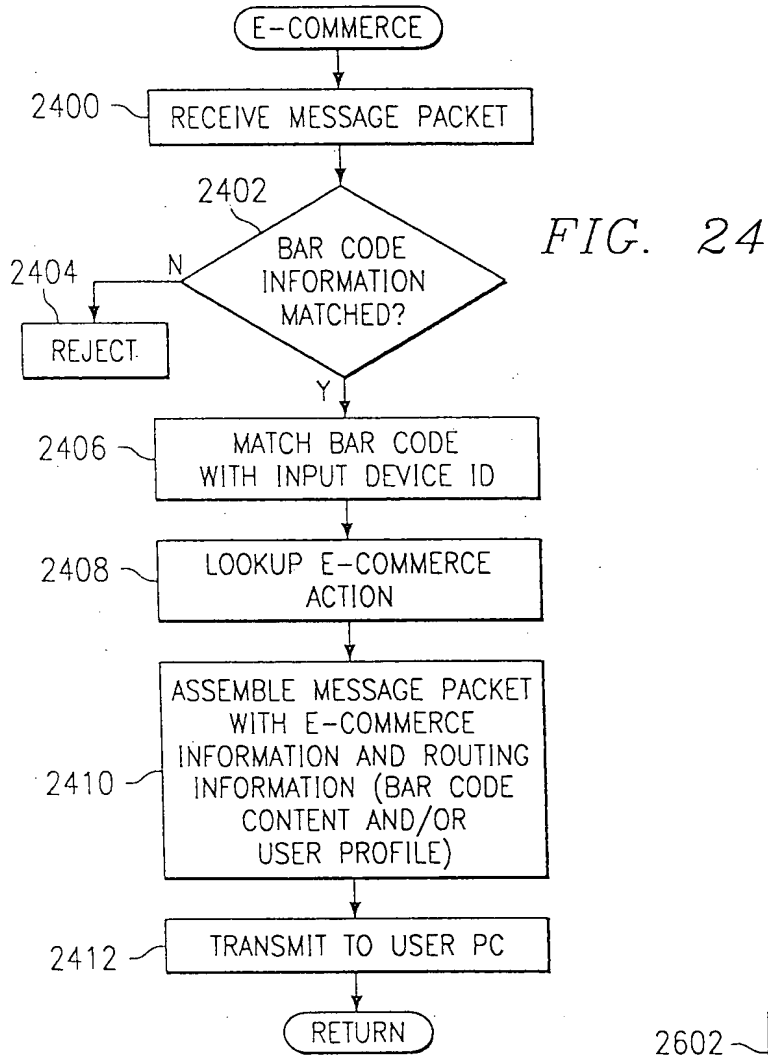


FIG. 23





*FIG. 26*

2604 ARTICLE CODE	2704 ROUTING INFORMATION	TARGET SITE
3800043400	www.domain.com\contesto\target1	TARGET 1
3800043410	www.domain.com\contesto\target2	TARGET 2
7800001234	205.xxx.xxx.123	TARGET 3
5490003019	205.xxx.xxx.456	TARGET 4

*FIG. 27*

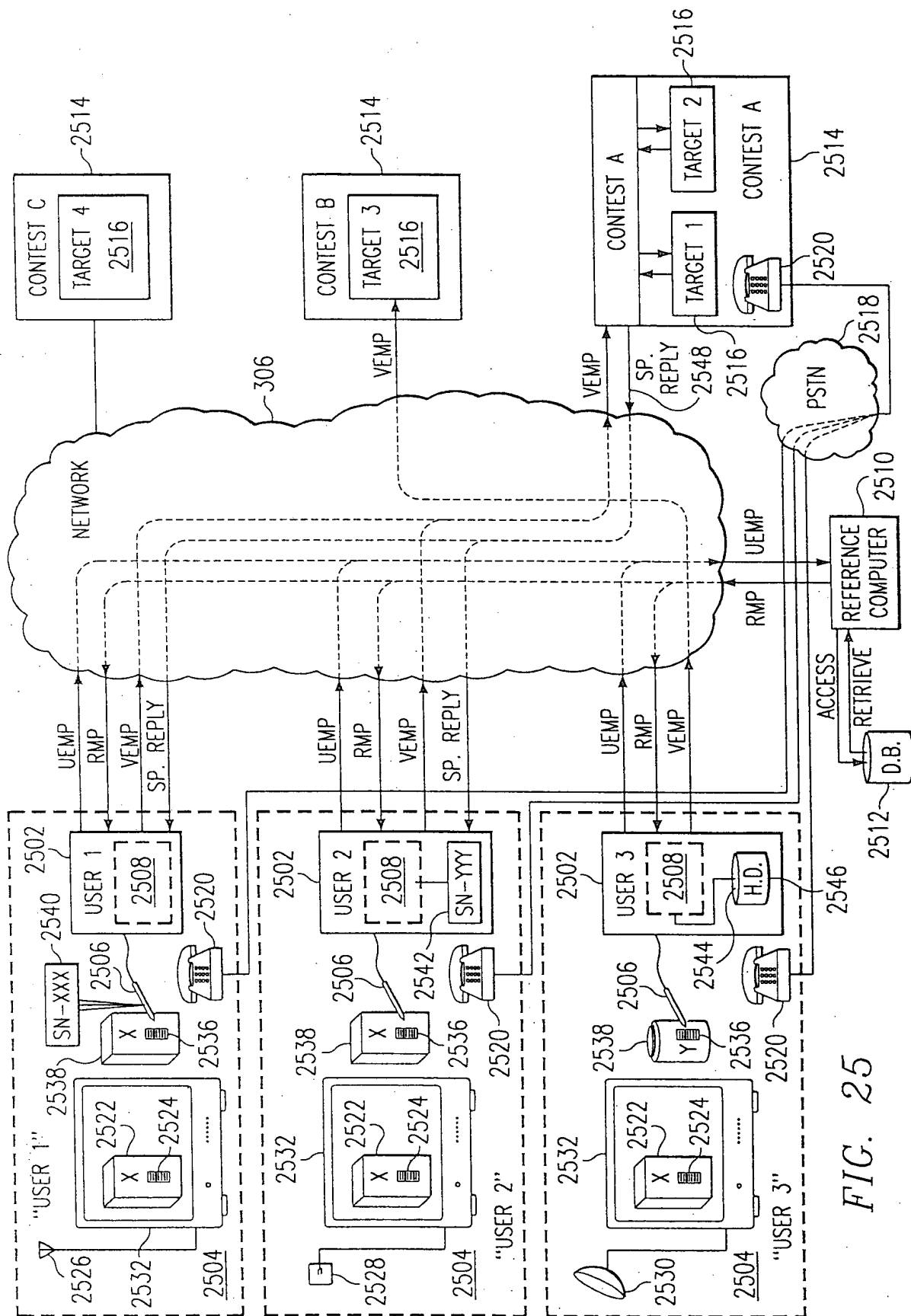


FIG. 25

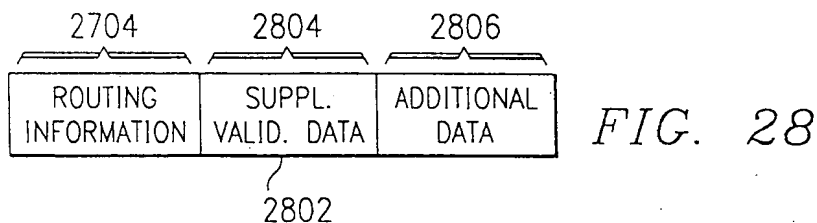


FIG. 29

2606		2904	
USER CODE	VALID?	USER PHONE	USER AGE
015683	YES	555-111-1234	35
015684	YES	555-222-2345	19
015685	NO		
015686	YES	555-333-5678	28

2905      2906      2908

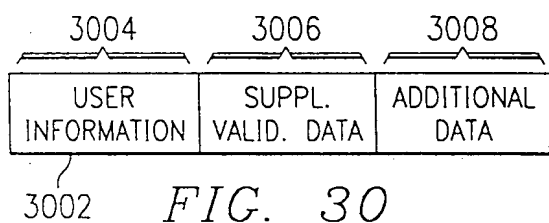
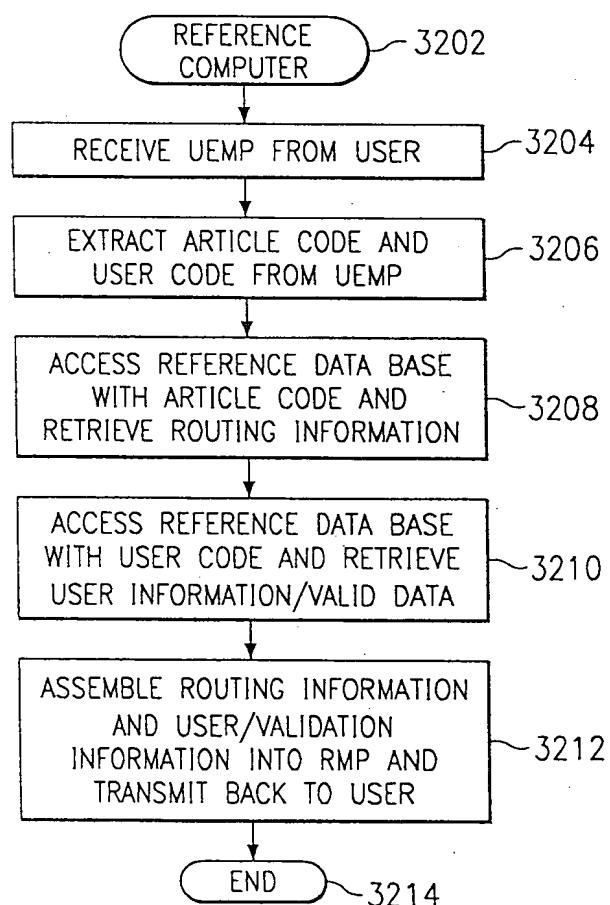


FIG. 32



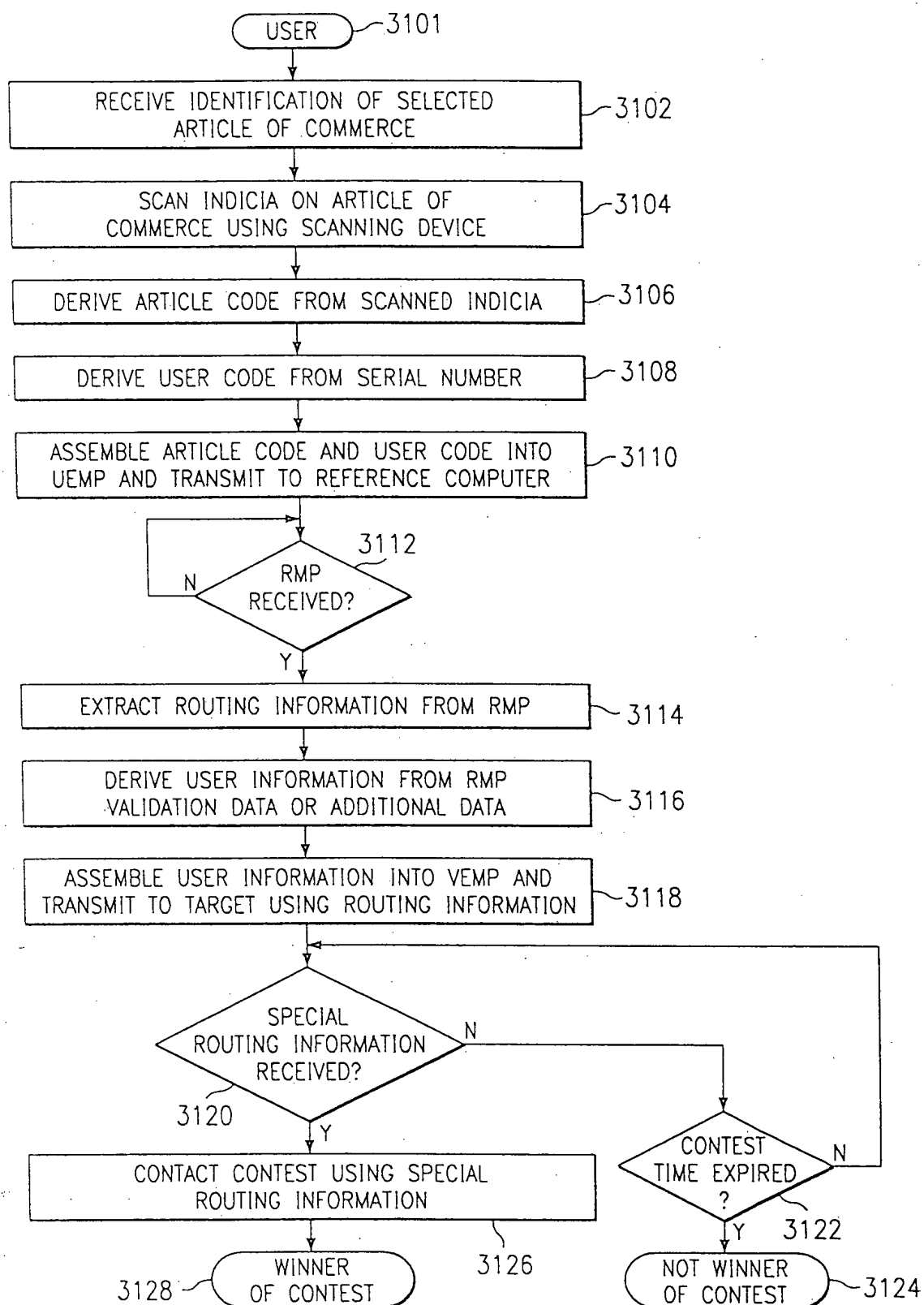
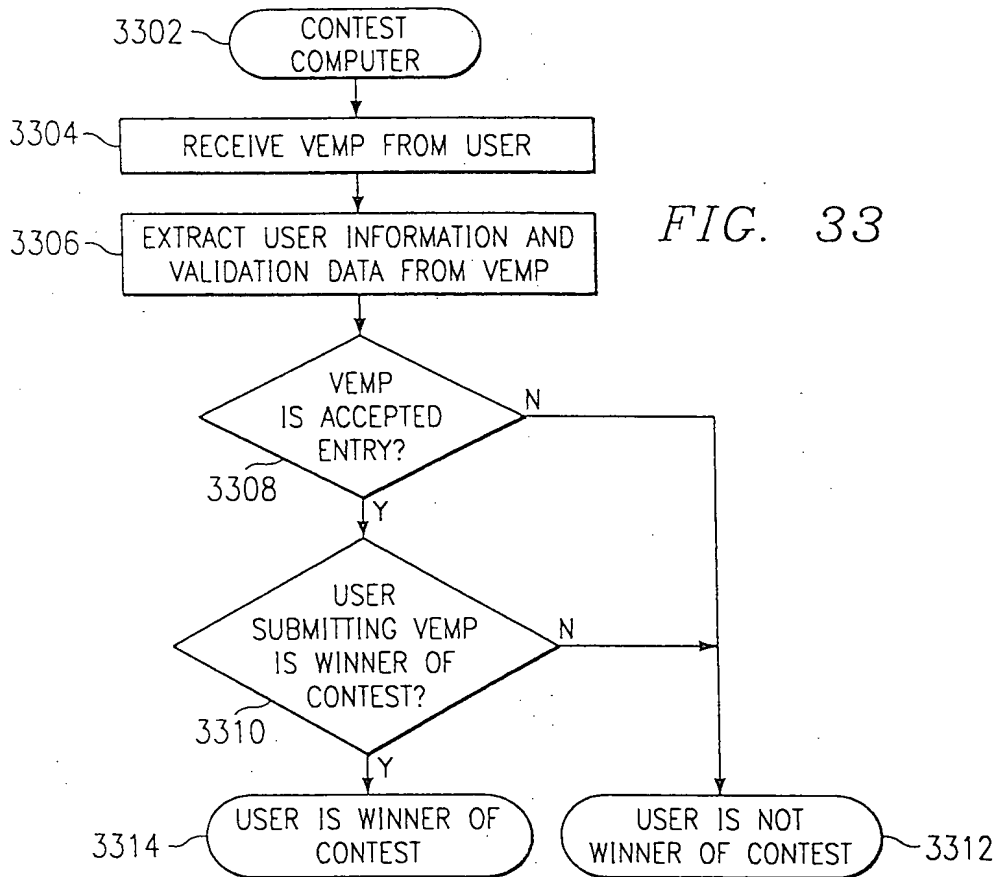
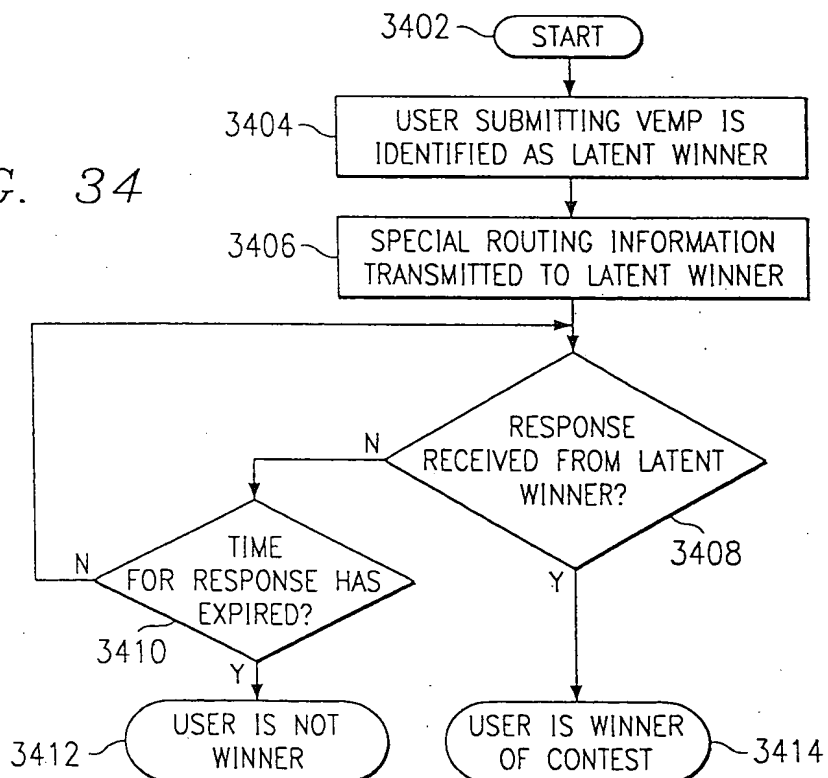


FIG. 31



*FIG. 34*



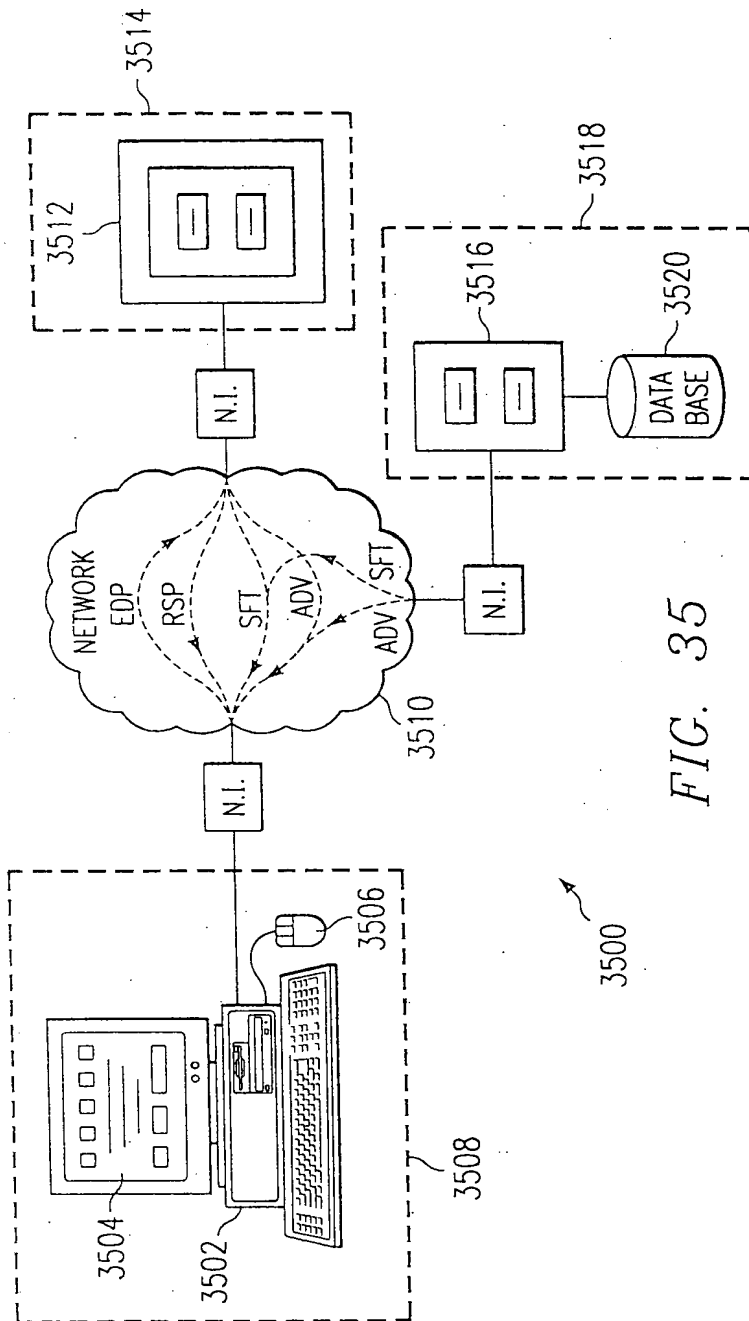


FIG. 35

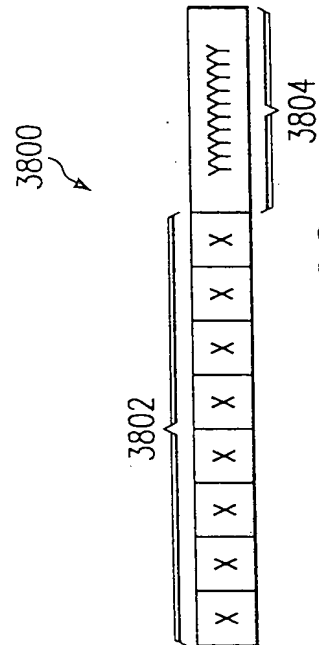


FIG. 38

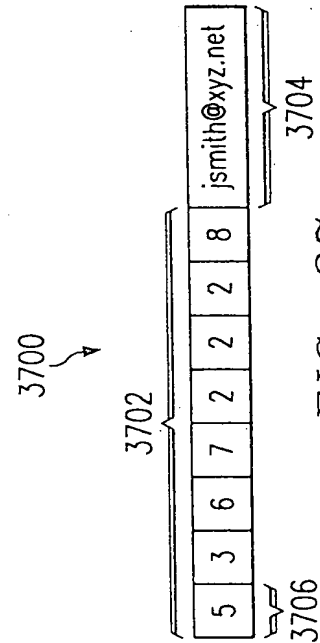


FIG. 37

FIG. 36

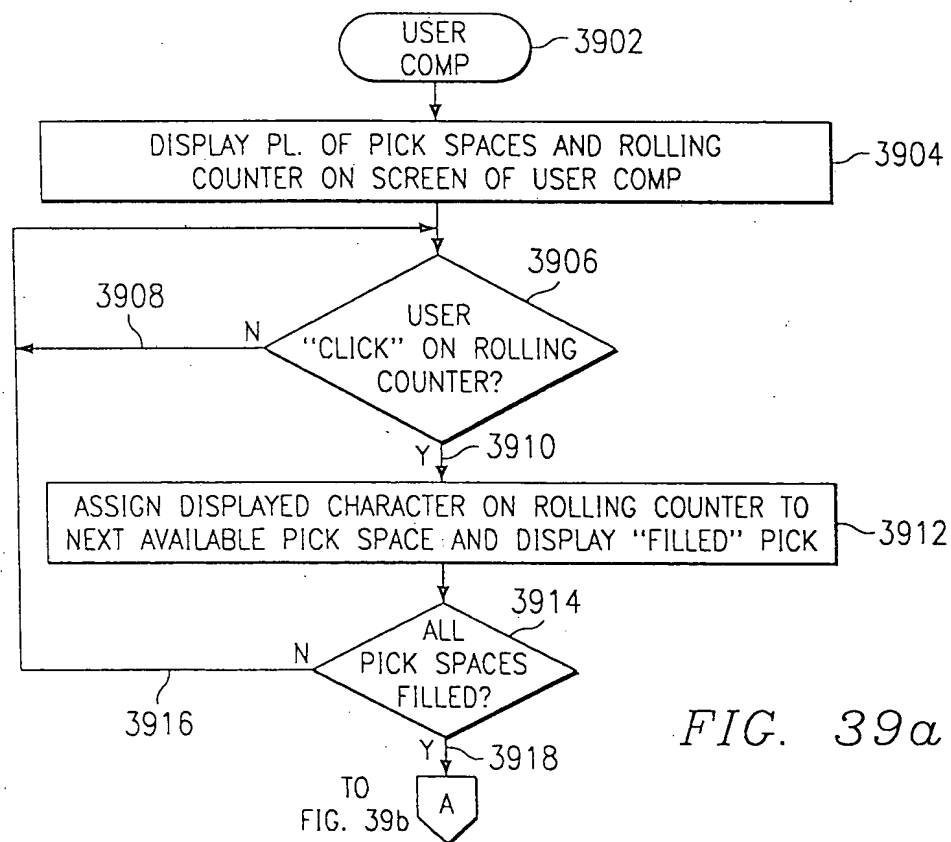
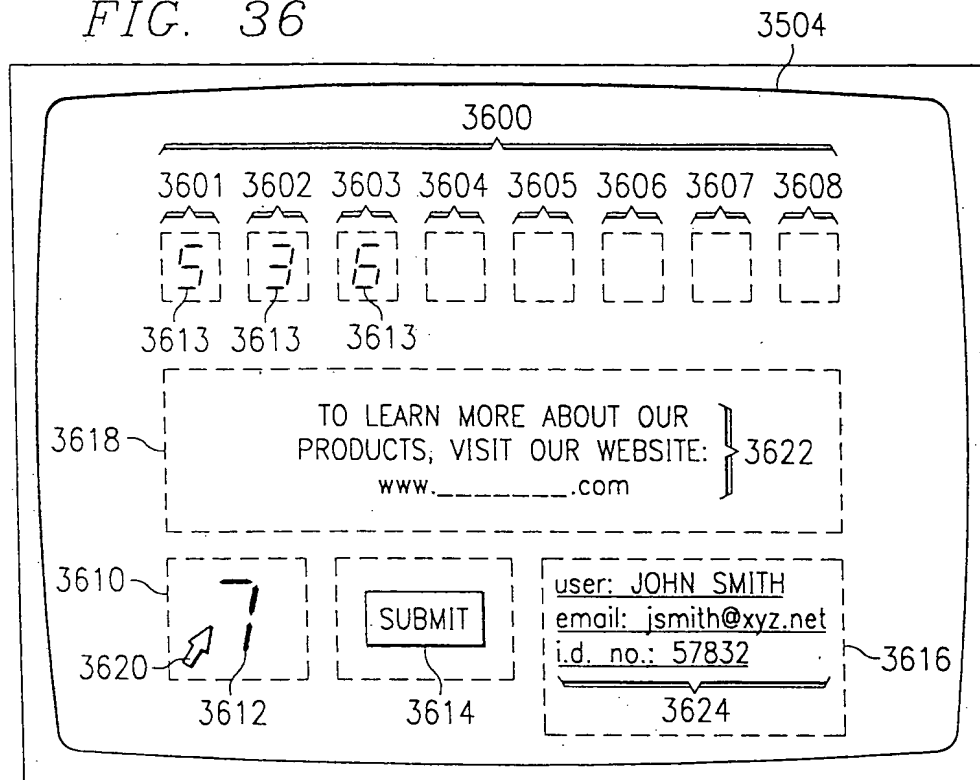
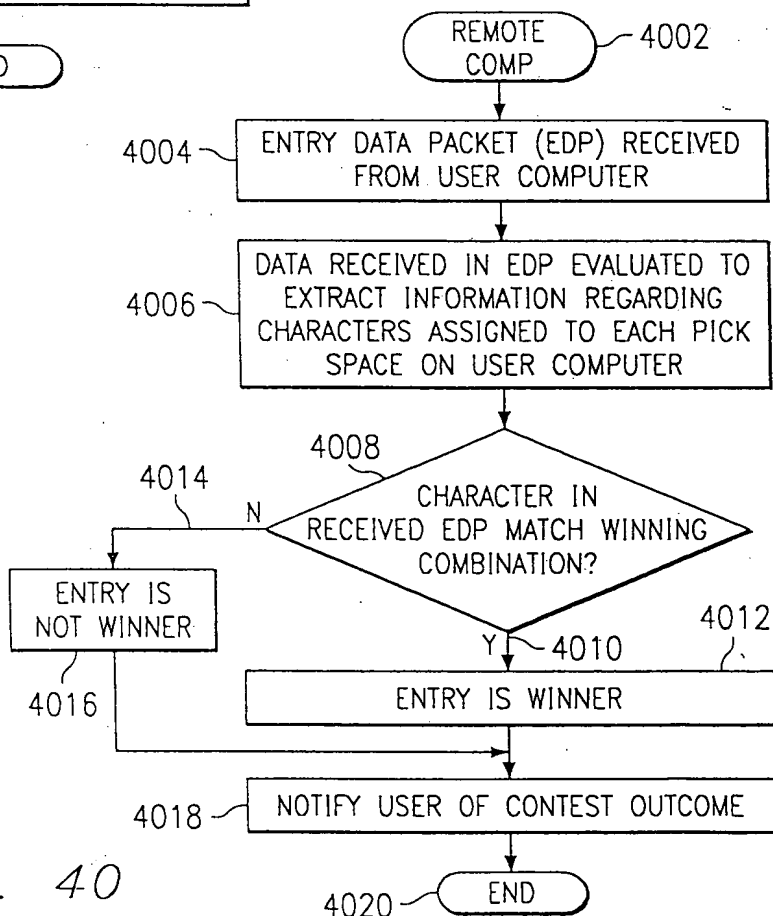
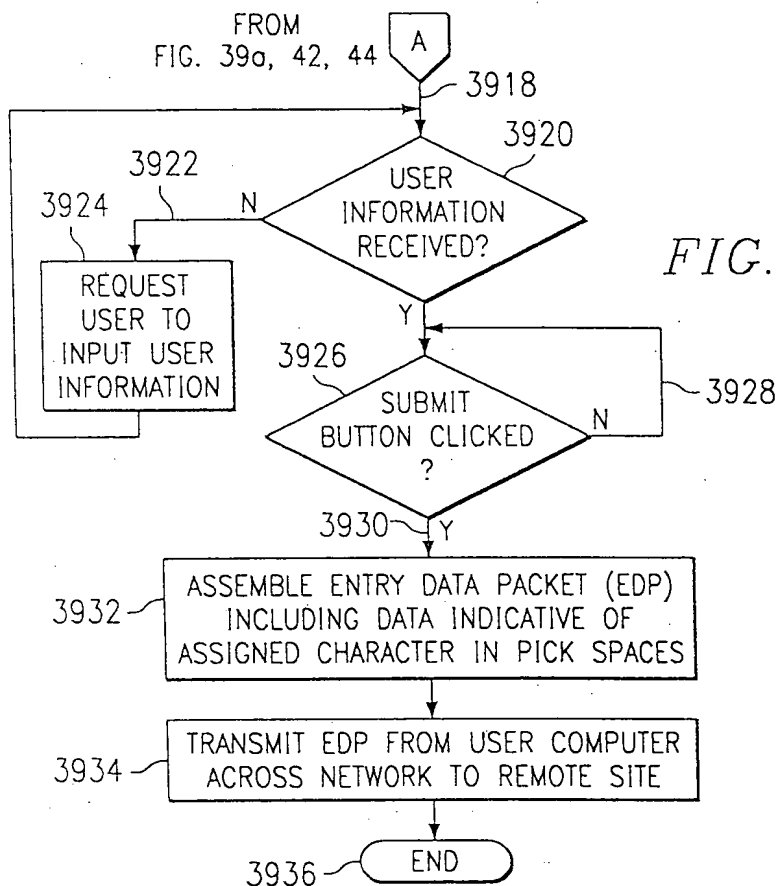


FIG. 39a





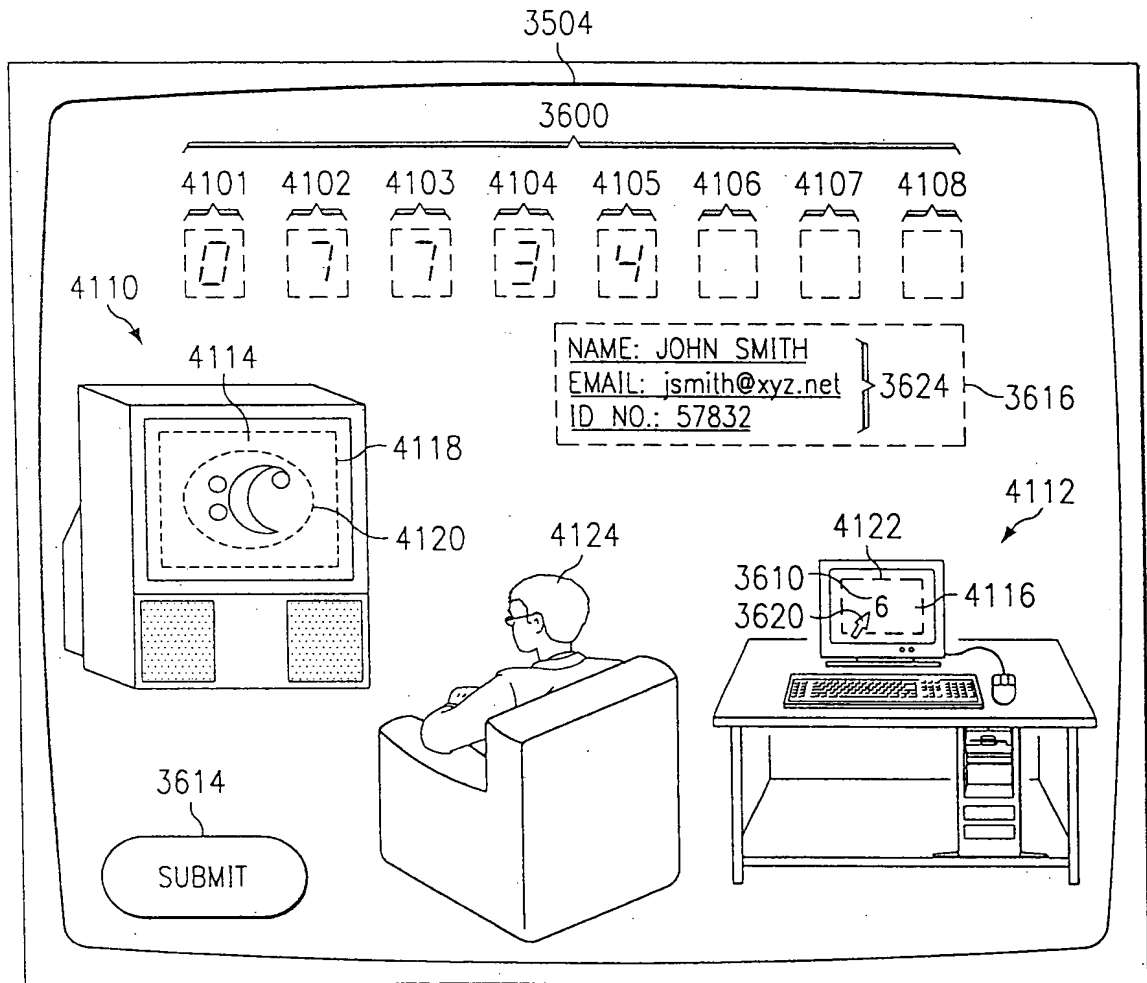
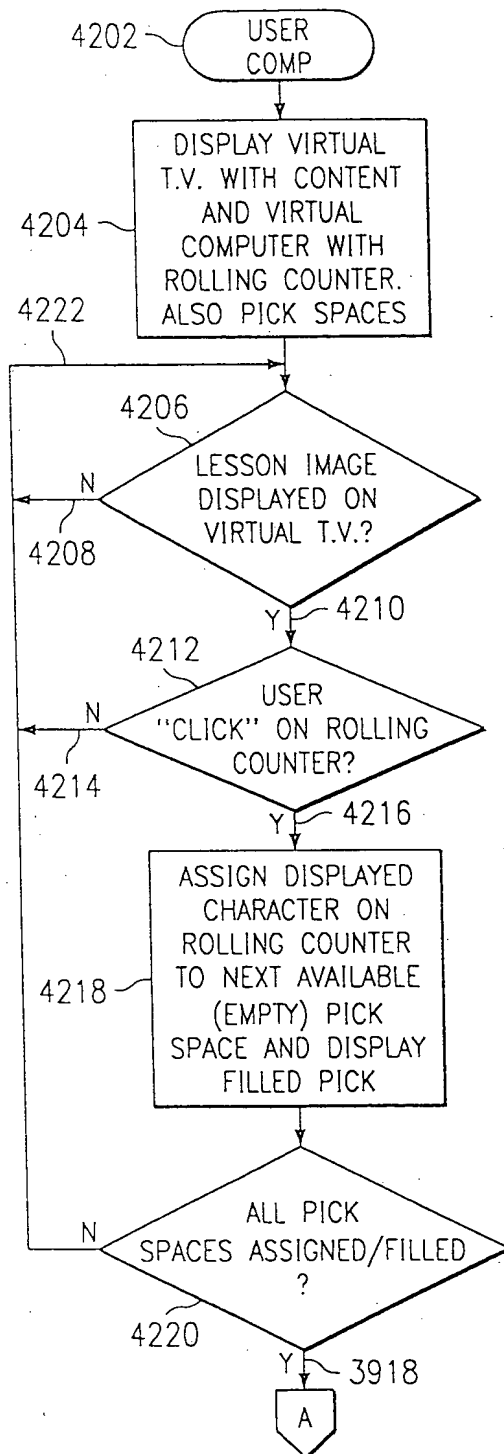
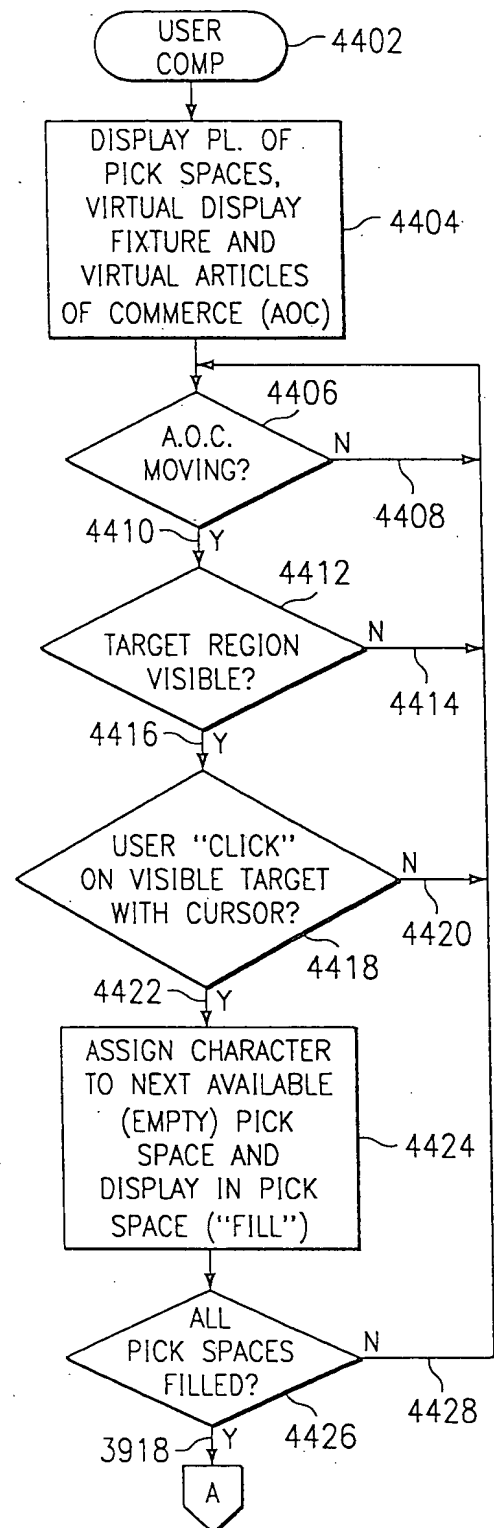


FIG. 41



TO FIG. 39b

FIG. 42



TO FIG. 39b

FIG. 44

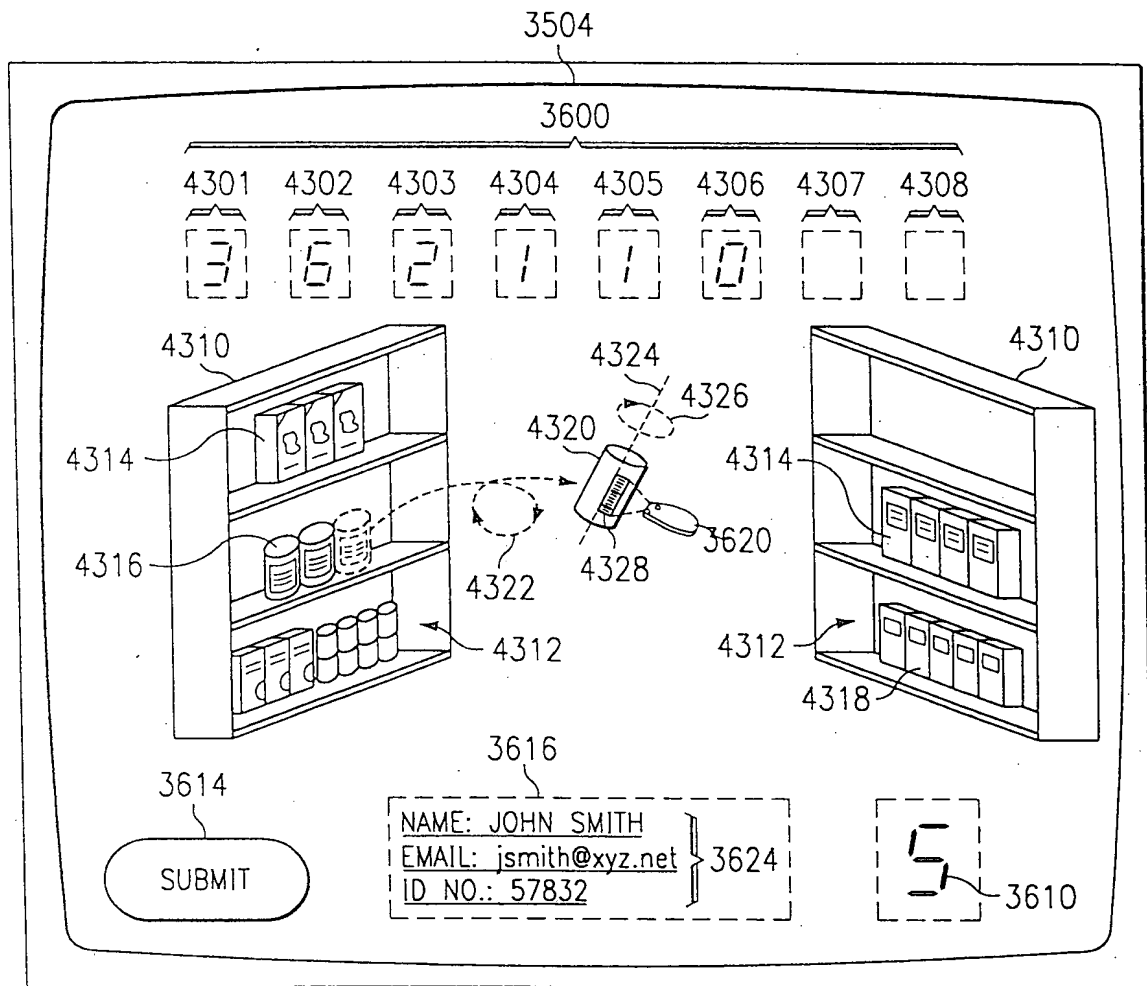


FIG. 43